

ORDER



Orders
Order / Rev: 704226
Alt Order #: 06261447
Product Desc: AIGI
Estimate: 328
Flight Dates: 08/06/12 - 08/07/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact: Stephanie Kohlbauer
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Accountability in Government
Demographic: A35+
Product Codes: IS-Candidate/Local Misc
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/07/12	2	\$1,600.00	\$1,360.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	2	\$1,600.00	\$1,360.00	0.00
Totals	2	\$1,600.00	\$1,360.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	18%	\$1,600.00
Market	100%	\$8,888.89

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	14%	\$1,244.44
WFTS	33%	\$2,933.33
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	35%	\$3,111.11
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/06/12	08/07/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/06/12	08/12/12	MT-----		2			\$800.00			0.00			
													Totals	2	\$1,600.00